

1. A system comprising first means adapted to be user actuable for creating an e-tag and comprising means for defining one or more intended recipients of said e-tag and means for defining a location condition associated with said e-tag, and second means adapted to be responsive to said e-tag such that said one or more intended recipients is notified of said e-tag when said location condition is fulfilled.
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2. A system according to claim 1, wherein said second means comprises means for receiving the e-tag and means for executing the e-tag including means for monitoring an area associated with said location condition and detecting for said one or more intended recipients and means for transmitting the e-tag to detected ones of said one or more intended recipients in response to the monitoring means determining a correspondence between a detected intended recipient and the one or more recipients defined in said e-tag.
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3. A system according to claim 1 or claim 2, wherein said first means is provided by a client terminal.
- 20 4. A system according to any preceding claim, wherein said second means is provided by an e-tag service site.
- 25 5. A system according to claim 4, wherein said e-tag service site comprises a server linked to a detector for detecting for users in a pre-defined area and a transmitter, said server including a processor and a memory, said processor being configured to compare a detected user with an intended recipient list and instructing said transmitter to transmit said e-tag when said processor determines a match between said detected user and an intended recipient.
- 30 6. A system accordingly to any of claims 1 to 3, wherein said second means is provided by a network.
- 35 7. A system comprising first means adapted to be user actuable for creating an e-tag and comprising means for defining one or more intended recipients of said e-tag and means for defining an event condition associated with said e-tag, and second means adapted to be responsive to said e-tag such that said

one or more intended recipients is notified of said e-tag when said event condition is fulfilled.

- 5 8. An e-tag device comprising first means adapted to be user actuable for creating an e-tag and comprising means for defining one or more intended recipients, second means for executing said e-tag comprising means for monitoring a pre-defined area for said one or more intended recipients and means for transmitting said e-tag to said one or more intended recipients when said monitoring means detects the presence of one or more of said
10 intended recipients in said pre-defined area.
- 15 9. A method for effecting an e-tag comprising generating an e-tag including defining one or more intended recipients and defining a location condition and/or an event condition, monitoring for the one or more intended recipient at a location associated with said location condition, and/or monitoring for the event condition, and transmitting said e-tag to said one or more of said intended recipients when said location condition and/or said event conditions is satisfied.
- 20 10. A computer program product on a carrier comprising means adapted to be user operable for creating an e-tag comprising means for defining one or more intended recipients of said e-tag and means for defining a location condition and/or an event condition associated with said e-tag.
- 25 11. A computer program product on a carrier comprising means adapted to be responsive to an e-tag such that one or more intended recipients associated with the e-tag is notified of said e-tag when a location condition and/or an event condition associated with the e-tag is fulfilled.
- 30 12. A client terminal comprising means adapted to be user operable for creating an e-tag comprising means for defining one or more intended recipients of said e-tag and means for defining a location condition and/or an event condition associated with said e-tag and means for sending the e-tag.
- 35 13. A system or method substantially as hereinbefore described with reference to and/or as shown in the accompanying figures.